

What is claimed is:

1 1. An information providing system comprising:
2 a first storage unit for storing user-set data including at least one item among
3 the sex of a user, the age of a user, and the concern area of a user;
4 a second storage unit for storing a plurality of information and information
5 attribution data in which at least one item among the sex of a target to which
6 information is provided, the age of the target and the concern area of the target is
7 defined for each information;
8 a determiner for determining information to be provided to a user, according
9 to whether the user set data is consistent with the information attribution data; and
10 a provider for providing information determined by the determiner as
11 information to be provided to a user, to the user.

2 2. The information providing system of claim 1, wherein the determiner
3 determines information corresponding to the information attribution data as
4 information to be provided to a user, according to whether the data of each item of
5 the user set data is consistent with the data of each item of the information
6 attribution data.

7 3. The information providing system of claim 1, wherein if the data of a
8 specific item of the user set data is consistent with the data of a corresponding
9 specific item of the information attribution data, the determiner determines
10 information corresponding to the information attribution data as information to be
11 provided to a user.

1 4. The information providing system of claim 1, wherein the provider
2 comprises connection managers for providing user set data corresponding to a
3 connected user, the information attribution data and the information determined by
4 the determiner, to the user.

1 5. The information providing system of claim 1, wherein the number of
2 items of the information attribution data, the number of items of the user set data,
3 and the sizes of the items are variably set.

1 6. The information providing system of claim 1, wherein the determiner
2 requests the provider to provide information on whether information attribution data
3 and data set information has been updated, at determination intervals defined in
4 determination information configuring the determination interval for determining
5 whether the information attribution data and the data set information indicating the
6 number of unit blocks of the information attribution data and the positions and sizes
7 of the unit blocks have been updated, and requests the provider to provide the
8 information attribution data and the data set information if the information attribution
9 data and the data set information have been updated to the information attribution
10 data and the data set information stored in the determiner.

1 7. The information providing system of claim 1, further comprising an
2 operating unit which manages at least one provider, produces information attribution
3 data and data set information and provides the same to the provider.

1 8. The information providing system of claim 1, further comprising a third
2 storage unit having an information display format including the size of an information
3 display window, a regeneration period and an information display method and an
4 information display degree including an information display time zone, the length of
5 one information displaying duration, and the frequency of displaying information,
6 wherein the determiner displays information received from the provider according to
7 the information display format and the information display degree.

1 9. An information providing system comprising:
2 a database unit for storing user-set data including at least one item among
3 the sex of a user, the age of a user, and the concern area of a user, a plurality of
4 information, and information attribution data in which at least one item among the

sex of a target to which information is provided, the age of the target and the concern area of the target is defined for each information;

a user terminal unit for determining information to be demanded of a server, according to whether the user set data is consistent with the information attribution data, and displaying information provided by the server; and

a server for transmitting requested information to the user terminal unit.

10. The information providing system of claim 9, wherein the user terminal unit comprises an information determiner for determining information corresponding to the information attribution data as information to be provided to a user, according to whether the data of each item of the user set data is consistent with the data of each item of the information attribution data, or requesting the server to provide information corresponding to the information attribution data if the data of a specific item of the user set data is consistent with the data of a corresponding specific item of the information attribution data.

11. The information providing system of claim 9, wherein the server comprises at least one connection manager for transmitting user set data corresponding to a connected user and the information attribution data to the user terminal unit and transmitting the information requested by the user terminal unit to the user terminal unit.

12. The information providing system of claim 9, wherein the number of items of the information attribution data, the number of items of the user set data, and the sizes of the items are variably set.

13. The information providing system of claim 9, wherein the user terminal unit requests the server to provide information on whether information attribution data and data set information has been updated, at determination intervals defined in determination information configuring the determination interval for determining whether the information attribution data and the data set information indicating the number of unit blocks of the information attribution data and the positions and sizes

of the unit blocks have been updated, and requests the server to provide the information attribution data and the data set information if the information attribution data and data set information have been updated to the information attribution data and the data set information stored in the determiner.

14. The information providing system of claim 9, further comprising an operating server which manages at least one server and produces the information attribution data and the data set information and provides the same to the server.

15. An information providing system comprising:
a database unit for storing user-set data including at least one item among the sex of a user, the age of a user, and the concern area of a user, a plurality of information, and information attribution data for each information in which at least one item among the sex of a target to which information is provided, the age of the target and the concern area of the target is defined;
a user terminal unit for transmitting user set information received from a user to a server and displaying information received from the server; and
a server for determining information to be transmitted to the user terminal unit, according to whether the user set data received from the user terminal unit is consistent with the information attribution data and transmitting the determined information to the user terminal unit.

16. The information providing system of claim 15, wherein the server comprises an information determiner for determining information corresponding to the information attribution data to be provided to a user, according to whether the data of each item of the user set data is consistent with the data of each item of the information attribution data, or determining information corresponding to the information attribution data to be transmitted to the user terminal unit, if the data of a specific item of the user set data is consistent with the data of a corresponding specific item of the information attribution data.

1 17. The information providing system of claim 15, wherein the server
2 comprises at least one connection manager for transmitting user set data and
3 information attribution data corresponding to a connected user to the user terminal
4 unit and transmitting information determined by the information determiner to the
5 user terminal unit.

1 18. The information providing system of claim 15, wherein the number of
2 items of the information attribution data, the number of items of the user set data,
3 and the sizes of the items are variably set.

1 19. The information providing system of claim 15, further comprising an
2 operating server which manages at least one server and produces the information
3 attribution data and the data set information and provides the same to the server.

1 20. The information providing system of claim 9 or 15, wherein the
2 database unit further includes an information display format including the size of an
3 information display window, a regeneration period and an information display
4 method and an information display degree including an information display time
5 zone, the length of one information displaying duration, and the frequency of
6 displaying information, and the user terminal unit displays received information
7 according to the information display format and the information display degree.

1 21. An information providing method comprising:

2 (a) receiving user-set data including at least one item among the sex of a
3 user, the age of a user, and the concern area of a user, from a user;

4 (b) extracting information corresponding to information attribution data in
5 which at least one item among the sex of a target to which information is provided,
6 the age of the target and the concern area of the target is defined, in accordance
7 with each of the items of the user set data, and determining the extracted
8 information to be provided to a user; and

9 (c) providing the determined information to the user.

1 22. The information providing method of claim 21, wherein, in the step (b),
2 the determined information is information corresponding to the information attribution
3 data according to whether the data of each item of the user set data is consistent
4 with the data of each item of the information attribution data, or information
5 corresponding to the information attribution data according to whether the data of a
6 specific item of the user set data is consistent with the data of a corresponding
7 specific item of the information attribution data.

1 23. The information providing method of claim 21, wherein the number of
2 items of the information attribution data, the number of items of the user set data,
3 and the sizes of the items are variably set.

1 24. The information providing method of claim 21, wherein in the step (c),
2 information to be provided to a user includes an information display format including
3 the size of an information display window, a regeneration period and an information
4 display method and an information display degree including an information display
5 time zone, the length of one information displaying duration, and the frequency of
6 displaying information.

1 25. A recording medium capable of being read by a computer in which a
2 computer program is recorded, the computer program comprising:

3 (a) receiving user-set data including the sex of a user, the age of the user,
4 and the concern area of the user from a user;

5 (b) extracting information corresponding to information attribution data in
6 which at least one item among the sex of a target to which information is provided,
7 the age of the target and the concern area of the target is defined, in accordance
8 with each of the items of the user set data, and determining the extracted
9 information to be provided to a user;

10 (c) providing the determined information, an information display format
11 including the size of an information display window, a regeneration period and an
12 information display method, and an information display degree including an

- 13 information display time zone, the length of one information displaying duration, and
14 the frequency of displaying information, to the user.

“Information display time zone, the length of one information displaying duration, and the frequency of displaying information, to the user.”